

Friday, 21 October 2016

## Vodafone set to launch NBN service—and over half a million customers already want to switch their fixed broadband provider

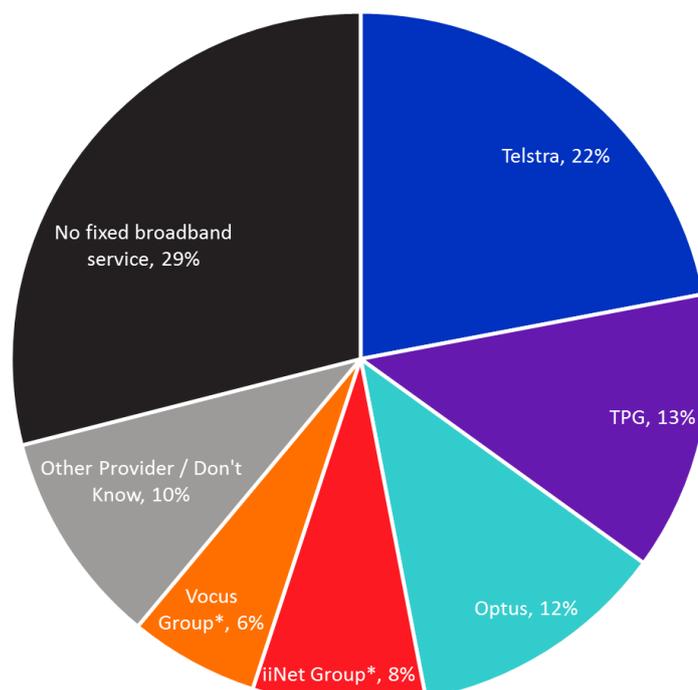
Last month, it was [Amaysim](#) announcing plans to join the fixed broadband market. Now Vodafone intends to launch its NBN service by the end of the year—and 550,000 of its mobile customers are already looking to switch broadband provider, the latest consumer telecommunications data from Roy Morgan Research shows.

3.5 million Australians aged 14+ have a mobile phone with Vodafone, and could soon be getting a text about their provider's new fixed broadband service. Nearly 2.5 million of these Vodafone mobile customers (71%) also have fixed broadband at home, including almost one in 10 who are already on the National Broadband Network.

Vodafone's mobile phone customers are—almost by definition—less keen than average on Telstra: only 22% of people with a Vodafone mobile phone have a home fixed broadband service connected through Telstra, compared with 32% of all Australians. Another 12% have fixed broadband with Optus, which is the same nationally.

Instead, Vodafone's customers are twice as likely as average to have a fixed broadband service through TPG (13%), with a further 8% connected with a TPG Telecom-owned brand in the iiNet Group and 6% with Dodo or iPrimus, now part of Vocus Communications.

Vodafone mobile customers' fixed broadband providers



**Source:** Roy Morgan Single Source, April – September 2016 n = 3,991 Australians aged 14+ with a mobile phone with Vodafone. \* iiNet Group includes iiNet, Internode, Westnet, Adam and TransACT; Vocus Group includes Dodo and iPrimus.

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Among the estimated 325,000 Vodafone mobile customers who already have the NBN, the proportion with each internet provider is fairly consistent with the above fixed broadband picture. Telstra is marginally *less* popular again among Vodafone customers on the NBN; TPG is marginally *more* popular.

Satisfaction, switching and reasons for choosing:

Vodafone has a massive potential market at the ready: 550,000 of their mobile customers are *already* intending to switch fixed broadband provider in the next 12 months. Among the nearly 2.5 million Vodafone mobile users with fixed broadband, 22% are very or fairly likely to switch.

Vodafone's customers are also over 50% more likely than average to be dissatisfied with their current fixed broadband provider. However although TPG is also their most popular ISP compared to the norm, the two aren't correlated: Vodafone customers with TPG fixed broadband are actually among the most satisfied, and least likely to be in the mood to switch.

When it comes to the reasons Vodafone customers choose their fixed broadband service, 35% cite cheaper rates as a deciding factor, 25% better network coverage or reliability, and 21% clear pricing of the plan.

**Michele Levine, CEO – Roy Morgan Research, says:**

*"It's the second time in two months that a mobile phone service provider has announced its aim to expand into the fixed broadband market. Every new competitor compels all existing operators to take full stock of their current and trended market share, evaluate pricing and offers, analyse the satisfaction levels and intentions among customers, and pinpoint those who are most likely to switch to the new entrant.*

*"Unlike with Amaysim, Vodafone has a massive existing customer base it can immediately target. But it's not simply a matter of sending out the same series of texts to 3.5 million people. There are many different segments who would each be receptive to different communication strategies and offers.*

*"There are those who want the cheapest fixed broadband, those who want the fastest, those who trust brand-name recognition and customer service, those who prefer to bundle their telco services, those who already have the NBN and those without any fixed broadband at all.*

*"When it comes to the NBN, Roy Morgan's [Helix Personas](#) catchment tool is the ideal way to map, profile and target Australians living in new and upcoming roll-out areas. Take the suburb of Williamstown in Melbourne, which is due to have access to the NBN by early next year. The bulk of locals living in this upcoming NBN zone are part of the 'Leading Lifestyles' Community, including Humanitarians (34% of the area), Worldly and Wise (24%) and Self-Made Lifestylers (14%). All high-earning and well-educated, they are nevertheless differentiated by values, interests, and media habits. One thing they do all have in common though: they are all 10% more likely than average to have a mobile phone with Vodafone."*

**To learn more about Roy Morgan's telecommunications data call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)**

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**About Roy Morgan Research**

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Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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